



INFORMATION CITED BY APPLICANTS THAT MAY BE MATERIAL TO THE  
PROSECUTION OF THE SUBJECT APPLICATION

Applicants: E.B. Watson et al. Attorney Docket No. MSFT121736  
Application No.: 10/805,870 Group Art Unit:  
Filed: March 22, 2004 Examiner: --  
Title: SYSTEM AND METHOD FOR OPTIMIZING PAID LISTING YIELD

U.S. PATENT DOCUMENTS

*Examiner Cite	Kind	Date			
Initials No.	Document No.	Code	(mm/dd/yyyy)	Name	
_____ U1	6,223,215	B1	04/24/2001	Hunt et al.	
_____ U2	2002/0123988	A1	09/05/2002	Dean et al.	
_____ U3	2002/0133481	A1	09/19/2002	Smith et al.	
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FOREIGN PATENT DOCUMENTS

*Examiner Cite	Kind	Publication Date			English
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NONE

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OTHER INFORMATION

(Including Author, Title, Date, Pertinent Pages, Etc.)

*Examiner Initial	Cite No.	
_____	O1	Tedeschi, B., "Measuring Online Ad Effectiveness," <i>nytimes.com</i> , November 3, 2003, < <a href="http://www.nytimes.com/2003/11/03/technology/03E3com.HTML?PAGEWANTED=PRINT&amp;POSITION=&gt;">http://www.nytimes.com/2003/11/03/technology/03E3com.HTML?PAGEWANTED=PRINT&amp;POSITION=&gt;</a> [Retrieved November 3, 2003].
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Examiner

Date Considered

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\*Examiner: Initial if reference considered, whether or not citation is in conformance with M.P.E.P. § 609; draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicants.

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